

*TagTrace is a traceability, authenticity validation, and customer interaction platform
affordable for small and medium business*



COMPANY OVERVIEW

Address:

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Round description

Financing stage: Pre-Seed series.

Targeted capital for round:

250.000 CAN

Current Investors: Bootstrapping

Use of proceeds

1. Local talent
2. Software development
3. Marketing and sales

Team

Daniel Duarte, MSc

Leonardo Solórzano, MSc, MBA

Maria Elena Pardo, MSc

Year Established

2020

Number of employees

3

Elevator pitch

TagTrace is an integrated platform for Agricultural traceability, authenticity validation and customer interaction, targeted to small and medium holders and operators. It is easy to use, low cost and can operate in low-tech environments.

Industry Need

Traceability and serialization are becoming mandatory in more countries by the day in the agricultural and pharmaceutical industries. Nevertheless, the solutions in the market are complex, difficult to adopt and costly, being out of reach to small and medium farmers and operators

Solution

We have created a web platform (SaaS) that can work across industries, with a primary focus on agriculture and pharma. Our platform integrates traceability, serialization and customer interaction using unique QR codes and tokens that can be read on a wide range of devices, and allow our clients to interact with their final customers.

Target Market (USD Billion)



Business Model

We have two revenue streams. In agriculture, we offer traceability as a service and in pharmaceutical, we charge the issue of serialization tokens with values as low as 0.0020 USD per token, based on volume.

Traction

We will launch our agricultural traceability platform for small and medium holders in Q4, 2022, after executing a development grant from a top-tier institution. In pharmaceuticals, we have a paid pilot with the Procaps group, one of the biggest companies in the sector in Latin America.